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Target Audience: The targeted audience was childcare directors and staff.

Theory, Prior Research, Rationale: The Missouri MOve Smart Guidelines for Child Care is a recognition program for childcare centers and homes designed to promote best practices in early childhood PA. PA habits developed during preschool years influence lifestyle choices and weight throughout life.

Description: The MOve Smart coaching project (2014–2016) included approximately four months of individualized coaching sessions, telephone and email support, and a 2-hour training (Moving and Learning) with the goal of participating childcare directors and staff to make changes in policies, environments, and practices to meet the Missouri MOve Smart Guidelines. In 2016, an evaluation of the coaching project showed 27 childcare centers and homes made significant improvements in 10 indicators reflecting the MOve Smart Guidelines, as well as successful applications for “MOve Smart” recognition. To encourage adoption of Missouri MOve Smart Guidelines beyond the coaching project, Moving and Learning was offered as a stand-alone training for childcare providers. The effectiveness of stand-alone trainings had not been evaluated.

Evaluation: An electronic survey (N = 290) was emailed to childcare directors and staff who attended Moving and Learning trainings in 10 selected counties (127 from the coaching project and 163 from stand-alone trainings). The survey included seven questions to assess changes made in PA policies, environments, and practices. Results from 33 respondents (11% response rate) showed that the participants of the coaching project made greater changes than those in the stand-alone trainings, especially concerning policies and environments. The changes reported for many PA practices were similar between the two groups.

Conclusions and Implications: Coaching combined with training of childcare directors and staff promotes the greatest changes in PA policies, environments, and practices in childcare settings.

Funding: USDA Team Nutrition.

Written Oral and Social Media Communication

P104 Instagram and Food Related Posts: Healthier Eaters View More Food Posts

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Background (Background, Rationale, Prior Research, and/or Theory): The majority (59%) of young adults use the social media application Instagram.

Objective: To describe food-related (FR) posts viewed by young adults on their Instagram accounts and explore associations with their dietary intake.

Study Design, Setting, Participants, Intervention: Descriptive study of 30 undergraduate students identified as regular Instagram users.

Outcome Measures and Analysis: We collected surveys and interviews of dietary intake (REAP) and FR posts viewed on Instagram. All FR posts in the past 24 hours were screen-captured and an ASA24 dietary recall completed. Each FR post was described and categorized based on the food content and context of the post. Categories were not mutually exclusive. Spearman correlations and Kruskal-Wallis tests were used to explore associations between FR posts and dietary intake.

Results: Participants were 83.3% female, 46.7% White and 36.7% Asian. A median of 15 FR posts (25–75%, 5.8–29.8) were viewed per day accounting for 8.9% of posts. FR posts were primarily food alone (60.4%) with people in 22% of images, advertisements accounting for 14.3%, eating out conveyed in 33.5% and homemade foods in 17.4%. The foods represented in the FR posts were most often sweets (31.9%), fruits (28.3%), vegetables (27.6%), and fast food (9%). Eighty-seven percent of participants consumed at least one food item similar to a FR post food viewed in the same 24 hours. Healthy eating pattern REAP scores associated with the percentage of FR posts viewed ($r = 0.38$, $P = .040$). There were no associations between intake of fruits, vegetables, or sugars with the number of FR posts containing similar foods. Self-reported unhealthy/somewhat healthy eaters viewed 3 times more FR posts of eating out vs healthy eaters (46.7% vs. 14.3%, $P = .001$).

Conclusions and Implications: Undergraduates who are regular Instagram users view both unhealthy and healthy FR posts on their Instagram feeds. Healthier eaters view relatively more FR posts and fewer posts of eating out as compared to less healthier eaters.

Funding: None.

P105 Misinforming Arabs with Facebook in Mind: A Mixed-Methods Approach

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Background (Background, Rationale, Prior Research, and/or Theory): Facebook is the most popular social media platform in the world and the Middle East region alike. Empirical evidence overwhelmingly demonstrates the role of Facebook in propagating misinformation in several domains. Yet, no research has been done to investigate the phenomenon of Facebook use and nutrition misinformation among Arabs.

Objective: The purpose of this study is twofold: to explore the phenomenon of Facebook use and nutrition misinformation among Arabs who use Facebook, and to understand the relationship between Facebook use and exposure to nutrition misinformation among Arabs.

Study Design, Setting, Participants, Intervention: The study is a mixed method approach. During Summer 2017, we conducted individual semi-structured interviews using Facebook Messenger with 20 volunteer participants until saturation was reached. We have also

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performed a cross-sectional survey with 300 respondents (n = 153 English and n = 147 Arabic).

Outcome Measures and Analysis: Emergent themes show that Facebook use appears to influence older female Arab adults who push certain food choices on their children as a result. Facebook provides a platform for unhealthy food advertising and inaccurate information sharing, and is a primer of intake of certain food items and mixes. A difference in the demographic profile is noted between participants who chose to respond to the survey in English over Arabic. While the majority were female (at least 80% and above), those who answered in English were 58% millennials, 60% university graduates, 58% married, and 69% employed compared to those who answered in Arabic: 34% Generation X, 29% millennials, 49% university graduates, 51% married, and 51% unemployed.

Results: Results of linear regression primarily show that the average F scores statistically significantly predicted Exposure to Nutrition Misinformation (EtNM) scores, $F(1,74) = 11.338, P = .001$, accounting for 13.3% of the variation in EtNM score with adjusted $R^2 = 12.1\%$. Increase in F score leads to 0.273 EtNM score, 95% CI [0.111, 0.434] increase in EtNM score.

Conclusions and Implications: We conclude that exposure to nutrition misinformation is related to Facebook use. Future interventions to correct for nutrition misinformation on Facebook is warranted.

Funding: None.

P106 Painting a Global Picture of Health: Use of Instagram to Portray #Healthyfoods vs. #Unhealthyfoods

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Background (Background, Rationale, Prior Research, and/or Theory): Social media is about visual sharing. Specifically, Instagram provides a venue for depicting images expressing popular beliefs, including what is or is not considered healthy food.

Objective: To evaluate what is considered healthy and unhealthy food based upon existing Instagram posts.

Study Design, Setting, Participants, Intervention: A total of 400 (200 #healthyfood; 200 #unhealthyfood) publicly available images were selected for analysis. The number of available photographs for each category was noted.

Outcome Measures and Analysis: Photographs were categorized accordingly (healthy/unhealthy). Analysis included user profile, type of food item, food category, preparation method, meal, time of day, and location. Each photo was analyzed based on the image itself, tags used, and available user information.

Results: A total of 37,945,035 #healthyfood and 33,191 #unhealthyfood images were available for analysis. Of the 400 images analyzed, 61.8% were posted by females and 17.5% were posted by males. Additionally, 14.3% of images

were posted by a business/company. All selected #healthyfood images were posted within a two hour period. Nearly one quarter of photos included selfies, trackers, campaigns, or quotes rather than food. Of the food images, the majority (22.5%) included meat or alternatives as the primary food group. More often than not, food displayed was homemade. Entrees were the most regularly included meal part. #Unhealthyfood images spanned posts made over a four month period. In contrast to #healthyfood, only 12.5% of images did not include food. Sweets were the most prominent food group represented (26.0%). And similar to #healthyfood, entrees were most likely to be the featured meal part.

Conclusions and Implications: Making a public statement about what is or isn't healthy happens regularly in today's culture. Analysis of representative social media posts is helpful for understanding popular perceptions of the healthfulness of food.

Funding: None.

P107 Qualitative Comparison of Nutrition Content and Advice From Registered Dietitian and Non-Registered Dietitian Bloggers

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Background (Background, Rationale, Prior Research, and/or Theory): Regardless of credentials, anyone can disseminate nutrition information online, putting the public at risk of receiving unreliable and harmful advice. Registered Dietitians (RD) are nutrition professionals, however, it is unknown how nutrition information or advice online differs between RDs and non-RDs.

Objective: The objective of this study was to compare nutrition content and advice between published blogs by RD and non-RD bloggers.

Study Design, Setting, Participants, Intervention: A blog-ranking platform, based on search and social media metrics, was used to identify the top-ranked, English-language nutrition blogs written by RDs (n = 10) and non-RDs (n = 10). From each blog, the 20 most recent nutrition-related posts were selected, resulting in a final sample of 400 blog posts (RD = 200 blog posts; non-RD = 200 blog posts).

Outcome Measures and Analysis: Blog posts were separated into two groups by author credentials (RD vs. non-RD). Content analysis was applied to all blog posts by three investigators to develop codes and themes. The investigators conducted the qualitative analysis independently, then met to discuss codes and themes.

Results: A total of 400 blog posts from 20 bloggers were analyzed. Bloggers were primarily from the U.S. (n = 13), and all were female. Although three themes were found for both RD and non-RD blogs: food quality/purity, advice to increase fruit/vegetable intake, and service promotion/sponsorship, several themes were unique to RD or non-RD

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